



#MascotsOnTheMove

INSTRUCTIONS

1. Cut out flat Rowdy and attach him to the enclosed stick. Additional cut-outs are available on the Fuel Up to Play 60 Dashboard if you'd like to print more copies. (You will need to supply additional sticks.)
2. Distribute the Rowdy on a stick to students and encourage them to take photos of themselves and Rowdy eating healthy and getting active at school, home or in the community. Get creative! We have some ideas to get you started below.
3. Post your photos on Twitter or Instagram using the hashtag **#MascotsOnTheMove**.
4. Tag **@MidwestDairy** and **@RowdyCowboys** (Twitter) or **@RowdyMascot** (Instagram).
5. Winners will be selected based on creative incorporation of milk, cheese or yogurt in the photos.
6. One grand prize winner from your state will be selected in January 2018 and will receive a video conference with an NFL player.* Two runners up from your state will receive Fuel Up to Play 60 gear! All winners will be notified on the social channel they submitted the entry via a comment or reply to their post.
7. Join in the fun by following the **#MascotsOnTheMove** hashtag and check out other entries from across the Midwest!
8. **Get started now and continue posting through the end of December 2017!**

**Video conference player may be current or former NFL player.*

How to Implement Mascots on the Move in your school

It's up to you how you want to circulate Rowdy throughout the contest, but here are some ideas to get everyone involved:

- Rotate one Rowdy through a class by giving it to a different student each week. Also include teachers and staff!
- Go to the Dashboard to print additional copies of flat Rowdy. (You must provide your own additional sticks.) Give multiple Rowdys to several classes and rotate them through students each week. Create challenges with Rowdy between different classes or grade levels.

Ideas for your Mascot on the Move photos

- Rowdy enjoying a healthy cheese snack
- Rowdy teaching your parents how to make a smoothie
- Rowdy visiting a dairy farm
- Raise your milk and toast with Rowdy to your state's dairy farmers!
- You and Rowdy shopping for healthy snacks at the grocery store—don't forget the dairy!
- Rowdy fueling up for the day by eating breakfast with you—either at home or at school
- Rowdy lining up for a football snap on the playground
- Rowdy swinging on the swings at recess
- You and Rowdy cheering on your school's sports team

#MascotsOnTheMove Social Media Contest

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: Contest is open to students and adults at schools in AR, IA, IL, KS, MN, MO, NE, ND, OK and SD. Parent permission must be secured for any student shown in the photo prior to being uploaded for contest entry. Each photo must comply with all school and school district rules and regulations and all state and federal laws and regulations. Participants must attend or be employed by a school enrolled in Fuel Up to Play 60 for the 2017-18 school year. Employees of Midwest Dairy Council, NFL Entities, their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. Void where prohibited.

Contest Period: Contest runs from September 1, 2017 to December 31, 2017. Winners will be notified by January 9, 2018.

Prize: One grand prize winner from each state will be selected in January 2018 and will receive a visit to their school from either Viktor the Viking, Staley da Bear, KC Wolf or a video conference with an NFL player. Video conference player may be current or former NFL player. Grand prize will depend on location of winning school and player availability. Two runners up from each state will receive Fuel Up to Play 60 gear. Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by Sponsors in the event that a prize (or part thereof) cannot be awarded, in which case Sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value. Taxes are the sole responsibility of the winners. Winner understands that he/she must claim a prize award on their tax return that is valued at \$600.00 or greater.

How to Enter and Win: Students and adults at Fuel Up to Play 60 schools can enter this contest by posting photos with the mascot cut-out on Instagram or Twitter. Photos must illustrate participation in healthy eating or physical activity. Entries must include #MascotsOnTheMove and tag @MidwestDairy and either @ViktorTheViking, @TheRealStaley, @KCWolf or @RowdyCowboys to be eligible. Winners will be selected based on creative incorporation of milk, cheese or yogurt in the photos. Winners will be notified on the social channel they submitted the entry via a comment or reply to their post.

All eligible posts must be related to the key themes of the Fuel Up to Play 60 program including healthy eating, dairy consumption, physical activity, NFL football, teamwork, school, student leadership, dairy farming and overall wellness. Posts should not be discriminatory, offensive, violent, or negative in nature. If posts are deemed "negative in nature" they will automatically be disqualified and the student's or students' school will be notified.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Midwest Dairy Council, the NFL Entities, NFL Players Association, NFL PLAYERS Inc. their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable Federal, state, and local laws and regulations.

Winners List: To receive a list of winners, mail a self-addressed, stamped envelope to: Midwest Dairy Council, 2015 Rice Street #100, St. Paul, MN 55113

Sponsor: Midwest Dairy Council, 2015 Rice Street #100, St. Paul, MN 55113.

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